

No.
189
March
'77
33230

MAD

IND

OUR PRICE

50c

CHEAP

...flunks

KOTTER

...bedevils

THE OMEN

...trips up

SKATEBOARDS

...ignores

CB RADIOS





HOO-HAH! EVEN MORE HYSTERIA REPEATS ITSELF!

MAINLY, OUR PAST RETCHES UP WITH US AGAIN IN
THE NOSTALGIC MAD

MAD
NUMBER FIVE

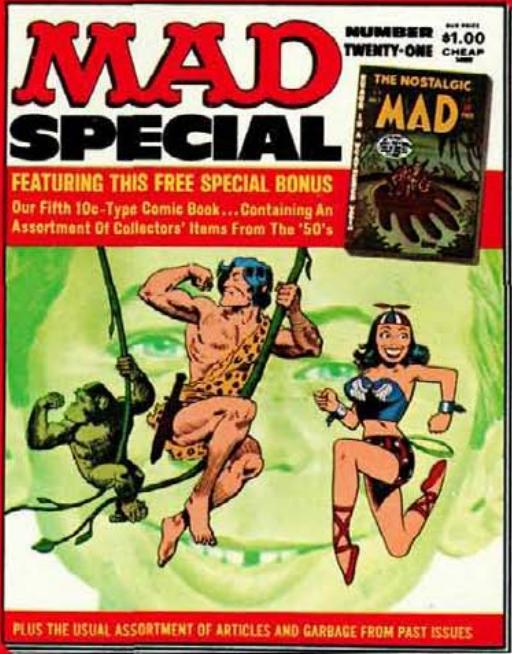
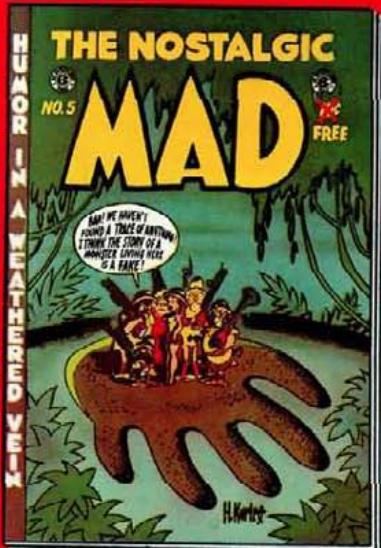
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MAD

"Nature tends to fill a vacuum . . . but so does the act of cleaning the house!"—Alfred E. Neuman

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JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI, JANET SERPICO,
DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

DEPARTMENTS

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Printed in U.S.A.

COVER IV—ARTIST: BOB CLARKE—WRITER: BILL JOHNSON JR.

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CARTER QUILTS!

Yep, Jimmy . . . the guy who carts the orders for our full-color portraits of Alfred E. Neuman, MAD's "What-Me Worry?" kid, to the post office . . . just quit. "I'm making peanuts on this job 'cause there's nothing to cart!", he complained. So help us give Jimmy full employment. Send: \$86 for 1, \$86 for 3, \$1.65 for 9, \$3.15 for 27 or \$6.35 for 81 to MAD 485 MADison Avenue, N.Y., N.Y. 10022



LETTERS DEPT.

GALL OF THE PRESIDENT'S MEN

I heard about Watergate but I think "Gall Of The President's Men" is a worse crime!

Jimmy Bartlett
Scar., Ont.,
Canada

Any national conspiracy that activates the combined talents of a Woodward-Bernstein, a Redford-Hoffman, and a Drucker-Siegel, can't be all bad!

Vito A. Oliva
Clifton, N.J.

Jerry Ford went out in his most imposing role; the clincher in a Drucker-Siegel movie epic!

Vale Fontaine
Mt. Clemens, Mich.

I saw the movie "All The President's Men" and I didn't understand it. I also read your satire and I still don't understand it.

John Devito
Akron, Ohio

MAD PEAK AT CAR RENTAL COMPANIES

With reference to the article on "Car Rental Companies" by Stan Hart and Bob Clarke, I take offense to the sarcastic inference that Altoona, Pennsylvania is dullsville. I happen to be quite proud of Altoona and am happy to invite you to visit here anytime. Keep in mind, however, that Altoona is closed on Saturdays and Sundays.

Barry E. Gaut
Altoona, Pa.

Where was O.J. Simpson, the Rent-A-Star for Hertz? Aside from his football and acting accomplishments, O.J. has set a track record for running through airports in the One Minute TV Commercial.

Kathy Quail
Georgetown University
Washington, D.C.



11. I certify that the statements made by me above are correct and complete.

William M. Gaines, Publisher

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William M. Gaines, Publisher

A MAD Burst By O.J. Simpson,
Superstar Of Rent-A-Car

BAUBLE HYMN OF THE REPUBLIC

Frank Jacobs's "Bauble Hymn Of The Republic" was the best feature in your latest issue. May I have your permission to make a few copies to put up for the education of our staff? We firmly approve of your comments on the Franklin Mint; perhaps an article on such organizations is in order. As to "Gall Of The President's Men", well, I always thought Deep Throat was David Eisenhower.

J.B. Post
Map Librarian
The Free Library
Philadelphia, Pa.

CRAPPY DAYS

Throughout "Crappy Days", Angelo Torres drew The Fonz like The Joker in Batman. I'd say we readers have been hood-winkled!

Adam Derman
Metuchen, N.J.

Angelo Torres and Arnie Kogen have the Nerd Instinct!

Lawrence Williamson
Woodland Hills, Calif.

GREAT MOMENTS IN BAD TIMING

"Great Moments In Bad Timing" came out at a very bad time. Just when I was ready to subscribe to MAD!

V. Pruchnicki
Detroit, Mich.

GUESS-WHO MAD COVER

I wondered when you were going to jump on the bandwagon and give us a look at your version of The Fonz. You know something? Even in disguise, he's much better looking than Alfred E.

Robert Kryzak
Cody, Wyoming

I loved your cover on issue #187. Who was it, anyway?

Bruce Sutay
Trumbull, Conn.

Boy, when you guys get a hot "non-exploitative" idea like putting you-know-who incognito on your cover, you don't "sit on it", do ya?

Rulon Foster, Jr.
Siloam Springs, Ark.

MAD PUBLICITY HOOPA

Thank you for including Dr. J in the line of people waiting to buy MAD at the newsstand (inside front cover, #187). He's my favorite basketball player and I think he deserves the publicity. Whether having your picture in MAD is good publicity, I'm not quite sure.

Dan Larkin
Fullerton, Calif.

How about \$3,000,000 worth of publicity-Ed.

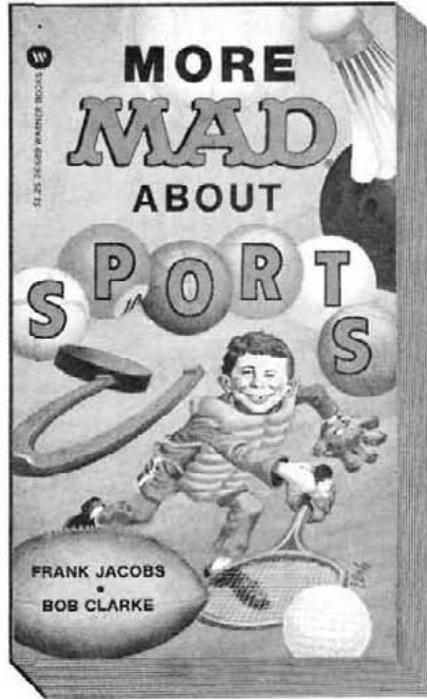
IF THE RHYME FITS

O, writers sardonic, alert and laconic
How does your magazine sell?
By taking a matter, declining to flatter
And blasting the system to hell.

William A. Conder
Paris, Texas

O.J. SIMPSON JULIUS ERVING MUHAMMAD ALI PETE ROSE JIMMY CONNORS JACK NICKLAUS BOBBY ORR AND PÉLÉ

have not read this book...
mainly because it just came
out! So beat these guys at
their own games! Quick! Get



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- A MAD Guide to Leisure Time
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- AL JAFFEE'S MAD Monstrosities
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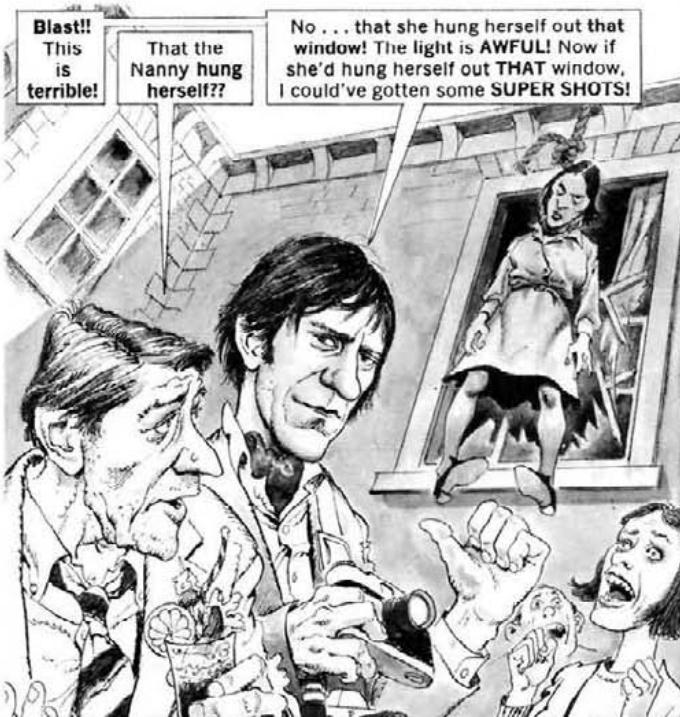
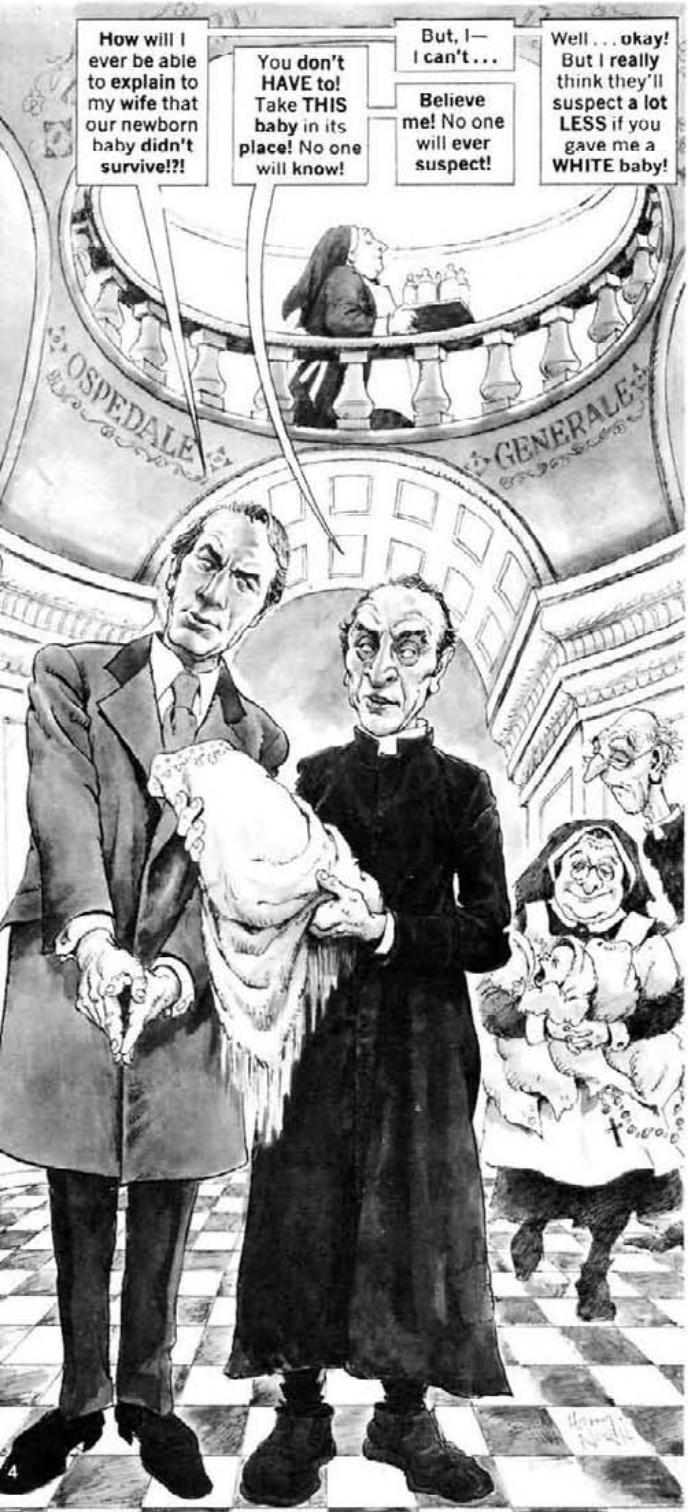
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PECK'S BAD BOY DEPT.

The Devil means big business for the movie industry these days. First came "Rosemary's Baby" . . . then "The Exorcist" . . . and now, this latest film. It's apparent movie fans go for

THE O



MENOUS



How old
is the
baby
today?

He's three
panels old!
Three panels??

That's the way
we show the
passage of time
in a magazine!

Look! The maid
just jumped out
the window and
HUNG HERSELF!

Aren't you
upset about
this, Mr.
Ambassador?

Not really! After
all, she did it on
her own time! This
IS her lunch hour!



ARTIST: HARRY NORTH, ESQ.

WRITER: DICK DE BARTOLO

I must
talk
to you
about
a most
urgent
matter!

I gave
at the
office!
But this
IS your
office!

In that case, I gave at home!

Listen to what I have to say,
Mr. Ambassador! You are in
serious trouble! You must turn
to HIM above! You must drink
His blood and eat His body!

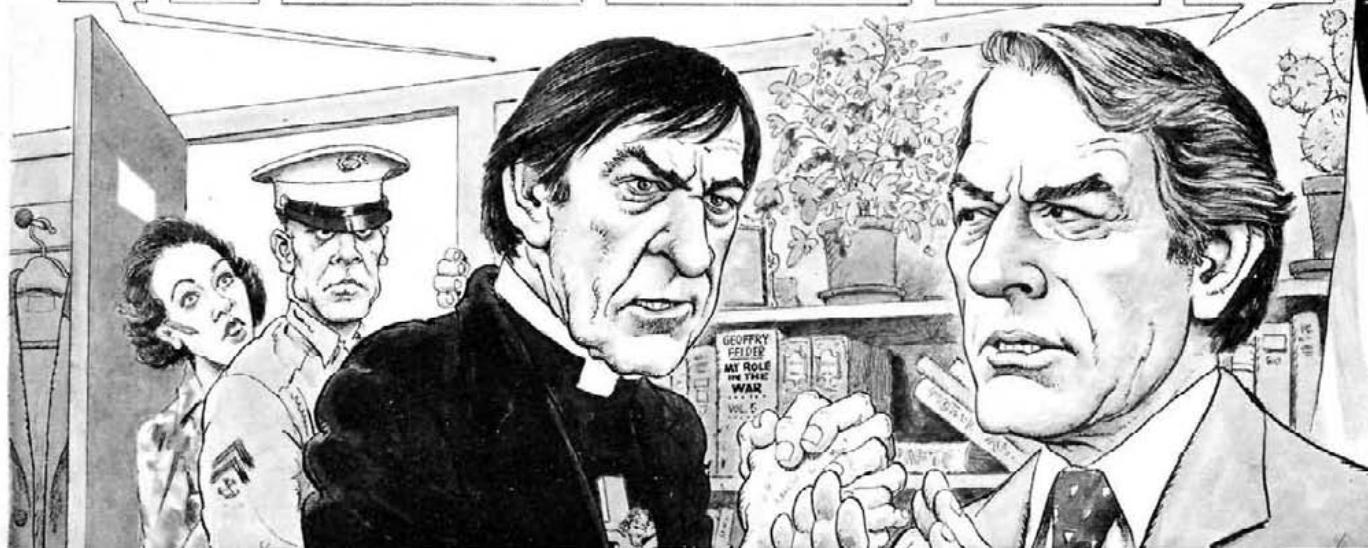
Too late! I just had a
frankfurter and an orange!

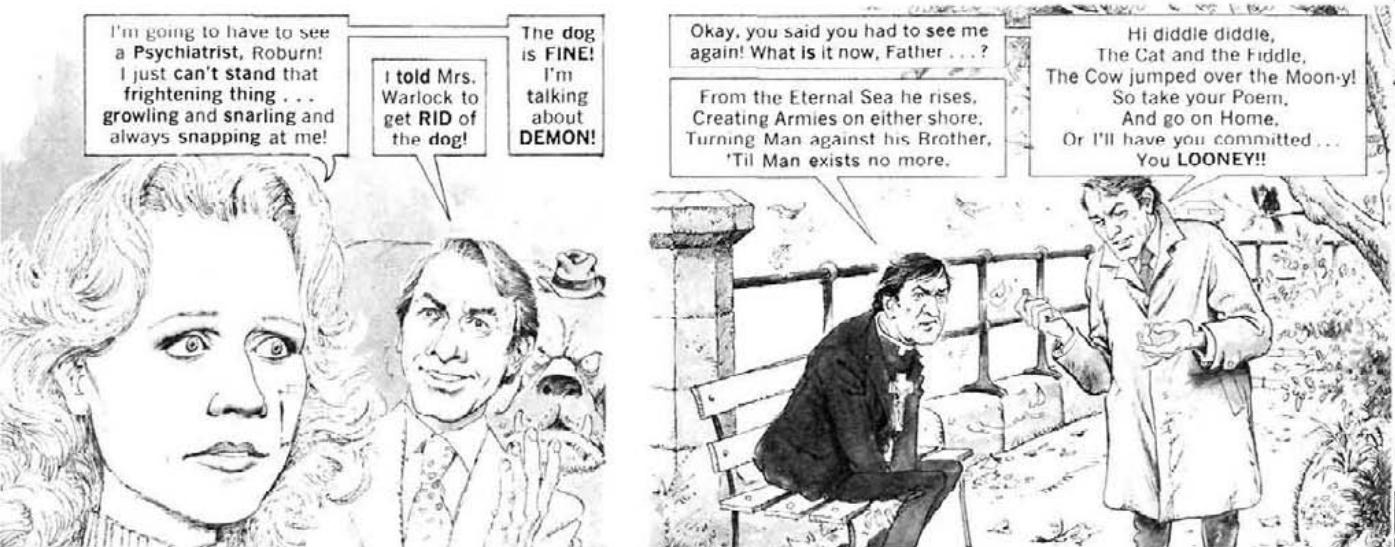
You don't understand! Your
son is Satan . . . Lucifer . . .
Beelzebub . . . Mephistopheles
. . . The Demon of Darkness!

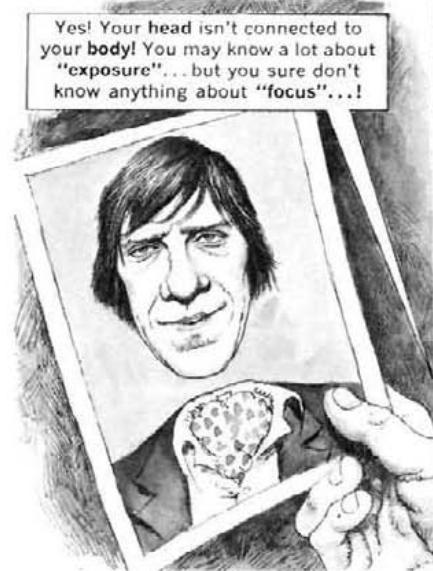
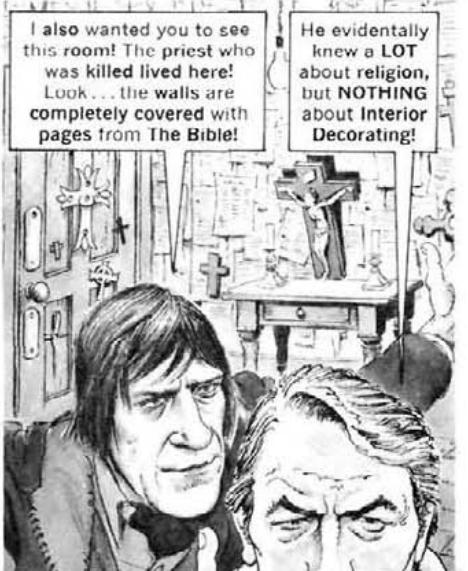
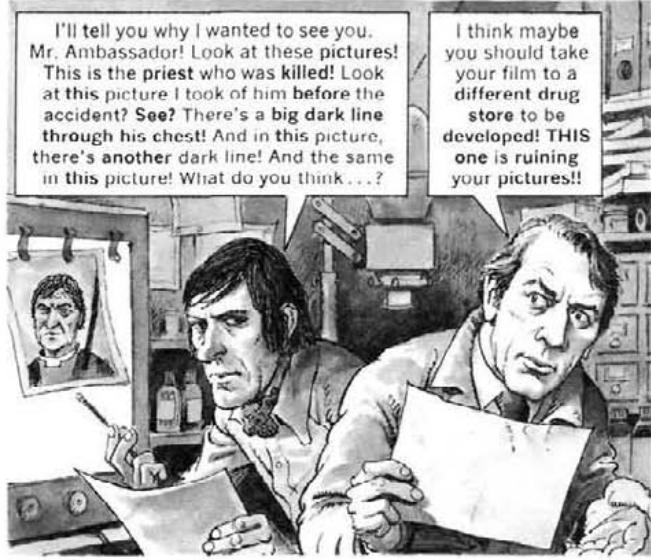
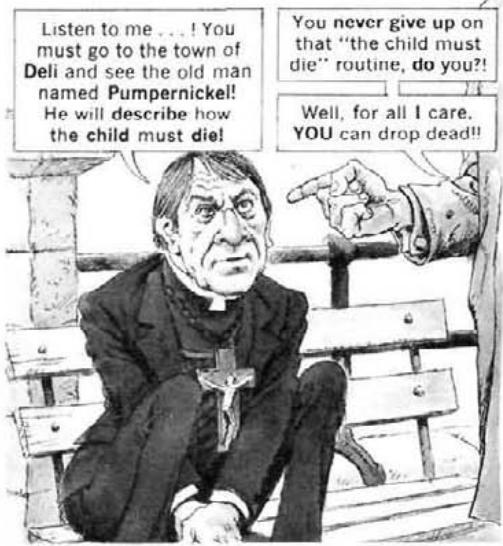
Now that you mention
it . . . he HAS been
acting like a little
DEVIL lately . . . !

Ah-HAH!! Then you
BELIEVE ME???

I believe your
collar may be
on a little
too tight!
Kids can't
be angels
all the time!







I'm looking for the birth records from five years ago. Sister, but I understand there was a fire! Did the records burn?

No... they were stored in the basement—

Thank God!

—where they were ruined by the water they used to put out the fire!

Well, there was a priest here five years ago! He was tall... good looking... with beautiful piercing eyes and dark skin—

Please! Stop!
You know who I mean???

No... but you're turning me ON!!

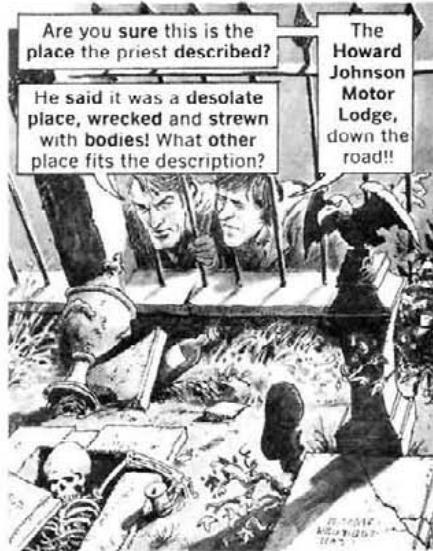
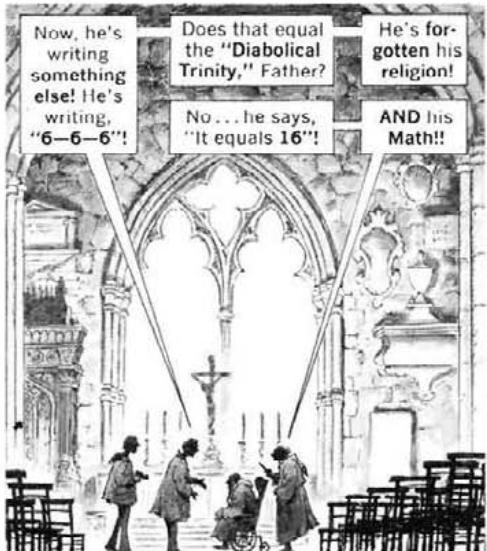
The priests of the Monastery at Las Zagna were right! Father Splatto IS here! That's him!

Good Lord, What happened to him?

He—he fell from Grace!
But... that doesn't explain his terrible condition!!

Grace was on the fifth floor! He was visiting her when the fire broke out!

He can't talk! He just writes!



This is the grave where the real mother of my son was supposed to be buried! But all we've found inside is the skeleton of an animal! It looks like a WOLF!!

Well... at least now you know why your son stays up all night and bays at the moon!

We're being attacked by dogs!! I think they're MAD!!

Well, let's just say they're NOT PLEASED! They must be looking for a bone!

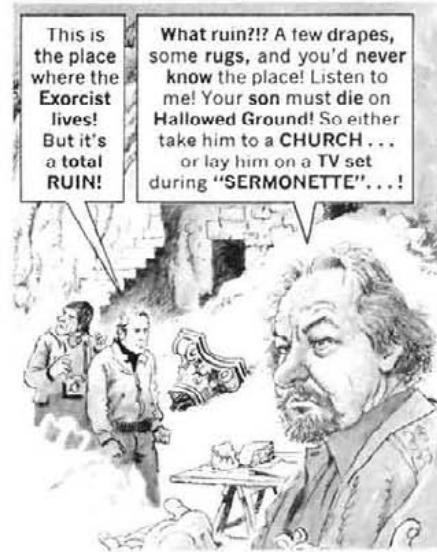
In a CEMETERY!!! There must be forty million bones here! They're looking for MEAT!!

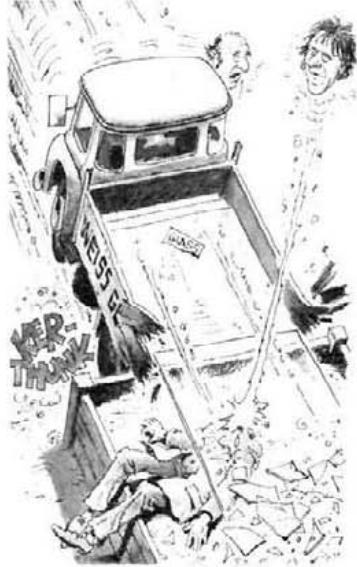
But we don't HAVE any meat!
YOU tell THEM that!!



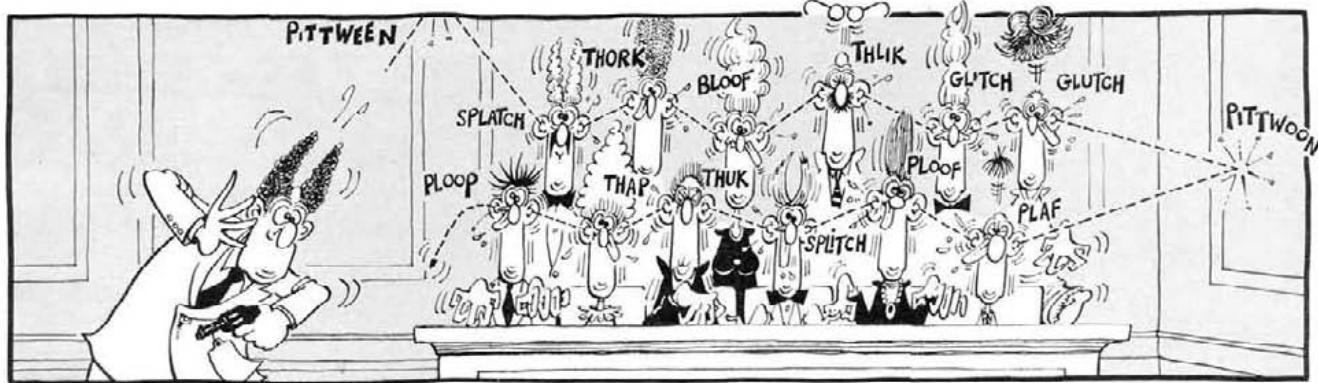
Mrs. Warlock... how come, when I said I have to leave the hospital immediately, THAT's the order you decide to obey???

I mean, you didn't have to take me LITERALLY-Y-Y-Y—



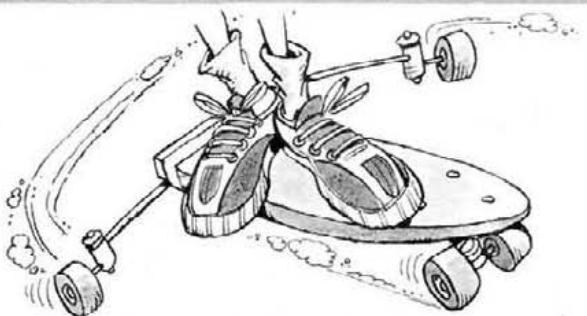


ONE MORNING IN A COURTROOM



SIDEWALK SURF'S UP DEPT.

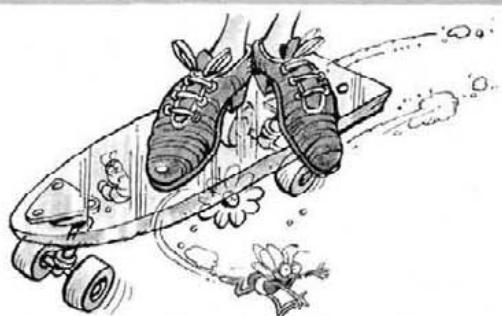
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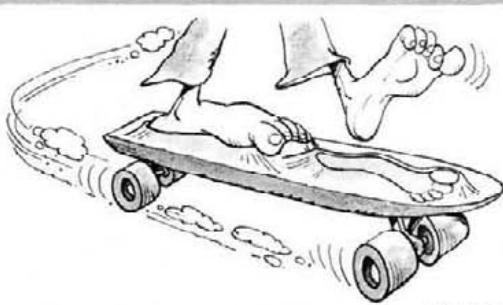
BEGINNER'S TRAINING SKATEBOARD



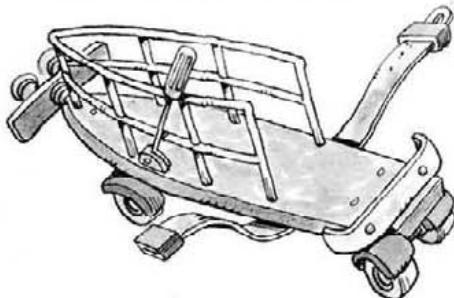
WINTER SKATEBOARD



GLASS BOTTOM SKATEBOARD



ORTHOPEDIC SKATEBOARD WITH BUILT-IN ARCH SUPPORTS



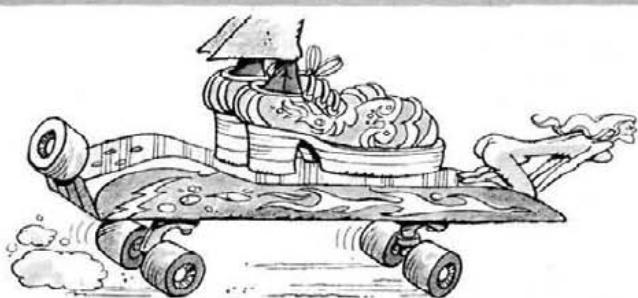
SISSY'S SKATEBOARD



MASOCHIST'S SKATEBOARD



LATIN-AMERICAN SKATEBOARD



PIMP'S SKATEBOARD

ED' SKATEBOARDS

ARTIST: BOB JONES

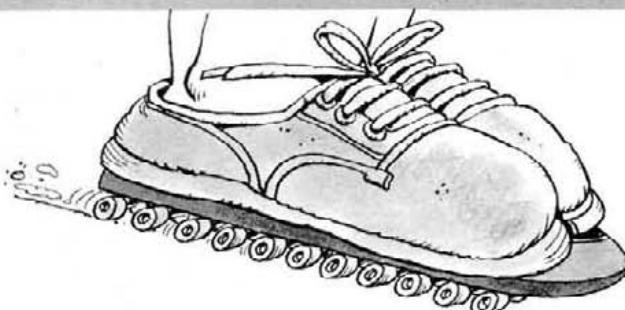
WRITER: PAUL PETER PORGES



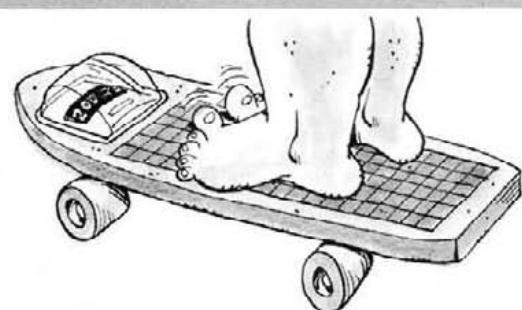
AMPHIBIOUS SKATEBOARD



OFF-ROAD SKATEBOARD



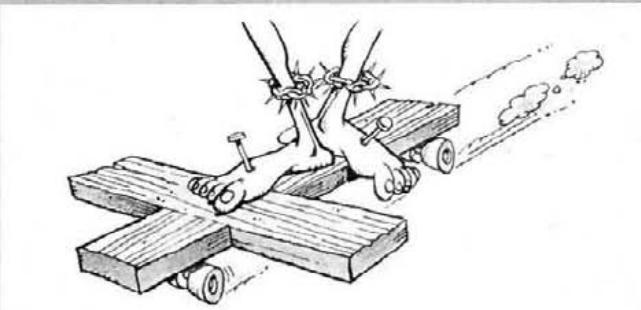
VERY FAT PERSON'S SKATEBOARD



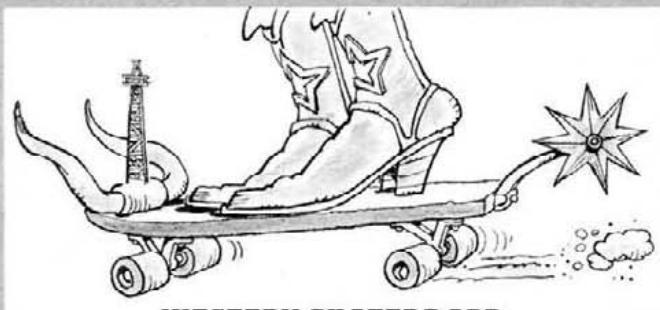
WEIGHT-WATCHER'S SKATEBOARD



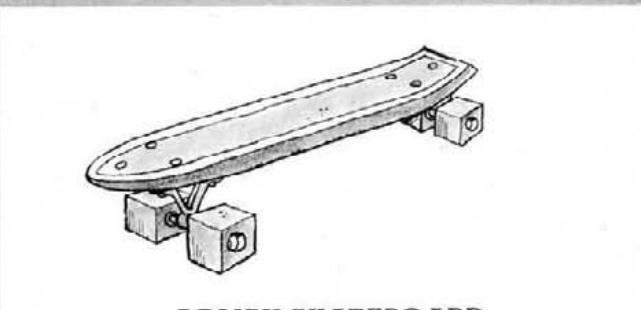
BACK-PACKER'S SKATEBOARD



RELIGIOUS FANATIC'S SKATEBOARD



WESTERN SKATEBOARD



POLISH SKATEBOARD

A favorite Grown-Up complaint is that kids today don't know or care what's going on in the world. Well, what do they expect? A whole generation is being raised on the confusing double-talk of TV News. And maybe Parents can con themselves into thinking they understand all those mysterious new

A LITTLE KID UNDERSTANDI

Detente



... is like when the Class Bully agrees to stop threatening to beat you up after you promise to do all his Math homework on your new calculator.

Classified Information



... is like the kind your Teacher writes in a note to your Parents, and then seals the envelope so you can't find out what it is, even though you're the one she's written about.

The Domino Theory



... is a Grown-Up term for what happens when your Dad's Boss is forced by his Wife to sleep on the sofa, which makes him yell at your Dad all the next day, which makes your Dad get bombed on his way home from work, which makes your Mom send you upstairs to your room so you won't hear what happens next.

Granting Diplomatic Recognition



... is like when you invite a kid to your Birthday Party—even though you don't like him very much—because you know he'll bring an expensive present.

words and bewildering new phrases of the TV Newscaster . . . but their kids are too honest to do that. They're the first ones to admit that they need help in deciphering the indecipherable. And so . . . MAD rushes to the aid of the younger generation with this vital Public Service Feature entitled:



'S GUIDE TO NG THE NEWS

ARTIST: JACK DAVIS
WRITER: TOM KOCH

Deficit Spending



. . . is like when you borrow so far ahead on your allowance that you can't ever get out of debt, unless you grow up to be the only 44-year-old person still getting an allowance.

A Conflict of Interest



. . . is like when you're assigned as the Honorary Hall Monitor to see that nobody snitches stuff out of the lockers, and you're the main one who's snitching stuff.

School Desegregation and Forced Busing



. . . are really the same thing. Adults have merely given it two different names so that those who are for it and those who are against it can both make it sound as if the other side is wrong.

A Consumer Boycott



. . . is when all the Mothers get together and agree not to buy stuff their kids love to eat until the prices come down. (Oddly enough, Consumer Boycotts are never called to protest the rising costs of Grown-Up things like whiskey, beer and cigarettes.)

A Covert Operation



... is what Grown-Ups call it when they get caught doing something they shouldn't do. By calling it that, they make sure of getting a medal instead of going to jail.

Women's Liberation



... is a movement designed to convince everybody that girls with I.Q.s of 160 are as good as boys who can chin themselves 28 times without stopping.

A.U.N. Cease-Fire



... is like when your Mom says it's okay to hit another kid if he hits you first, but not if he just looks like he might.

Fringe Benefits



... are like when you agree to clean out your neighbor's garage for a lousy 50¢ cash because you know there's a whole stack of *Penthouse Magazines* under all that junk.

Declaring Bankruptcy



... is like when you owe money to all of your friends, and you announce that you're not going to pay it back, but they can't hit you right then because your Father is with you.

Senior Citizens



... are what Middle-Aged People call Old People when they want to get rid of them without hurting their feelings.

Bipartisanship



... is like when your Mom and Dad are both so completely against letting you take up "Hang Gliding" that there's no point in trying to play one of them off against the other.

A Nuclear Deterrent



... is like when your folks buy a dog just so they can put a "Beware Of The Dog" sign on the front gate to scare away strangers ... they hope.

A Recession



... is when your allowance stays the same for a long time because your Father asked for a raise and got turned down.

An Unannounced Candidate



... is like what you are when you see a girl you want to date real bad but you're scared to ask her until her brother can almost guarantee that she won't say "NO!"

Strategic Arms Limitations



... is like when two guys agree to throw away so many weapons, they barely have enough left to kill each other more than once.

A Depression



... is when you don't get any allowance at all for a long time because your Father asked for a raise and got fired.

INCIDENT REPLAY DEPT.

MORE WHAT'S T



ARTIST: BOB CLARKE





HE STORY...?

WRITER: DON EDWING



CONSULT YOUR CLASSIFIED DEPT.

► Ball Bearings—Used

QUEEG, CAPT. PHILIP

Never Out of Stock

"You're In Good Hands
With Captain Queeg!"

Give Him A Trial

171 Caine Blvd. WOUk 4-4456

► Blood Banks

DRACULA, COUNT

Withdrawals by Appointment

MEET THE COUNT

YOU'LL LIKE HIS PERSONAL TOUCH
HE'LL GO TO BAT FOR YOU

"No Ordinary Fly-by-Night Organization"

5 Transylvania Estates
(Located near all the main arteries)

SToker 5-1122

► Candlesticks, Retail

Nimble, Jack B.

8 Quick St.

MOTHERGOOSE 3-9803

► Criminals

The Crooked Man
41 Nursery St. MOTHERGOOSE 6-2133

► Dieticians

SPRAT'S SLENDERIZING SALON

The Only Clinic Offering

TWO GUARANTEED SYSTEMS
FOR LOSING WEIGHT
WHILE EATING ALL YOU WANT

PLAN 1

Jack Sprat's High-Protein,
Low-Fat, Lean-Meat Diet

PLAN 2

Mrs. Sprat's High-Fat,
Low-Protein, Fat-Meat Diet

Try Either One! Between the Two,
You'll Lose Weight While You
Lick The Platter Clean!

15 Regimen St. MOTHERGOOSE 5-1677

► Door Knockers

Raven Associates

15 Dreary Lane

PoE 4-7761

► Exterminators

VEXING PESTS ELIMINATED
WITH IMPFCABLE TASTE

JAMES BOND

"Extermination with Elegance"



The mere sight of a pest can be embarrassing, which is why beautiful home-makers employ my services. I liquidate the hideous creatures with elegant precision, employing the latest methods of my profession.

SUAVE DEBONAIRE DISCREET

Chat with me about
my fee over a
bottle of Chateau
d'Yquem '59.

Fleming
5-0007

Who says that the heroes and villains we read about in books are fictional? Recently, we came across a directory that proves that

THE LITERARY

Valjean, Jean
7 Rue de les Misérables HUGO 5-7747

► Child Care Centers

THE PIED PIPER

Kids Getting In The Way?
Pay the Piper
He'll Take Them Off Your
Hands for Good

172 Rat Road HAMlin 6-9044

► Counseling, Family

CORLEONE, DON & SONS

Troubled by—

DOMESTIC SPATS?
DECIDING WHO'S "BOSS"?
CONCERN OVER MONEY?

Let Our Experienced Staff Eliminate
Your Problems PERMANENTLY

Call PUZO 7-6464

18 For a Trial
Cosa Nostra
Blvd. Offer You Can't
Refuse Guaranteed
Results—
OR ELSE!!



► Counseling, Sex

PORTNOY, ALEXANDER

Intimate Knowledge of Kinky Capers,
Freaky Fooling-Around and
Raunchy Romancing

Got a Complaint?

YOU'RE IN GOOD HANDS WITH
PORTNOY

17 Liver Lane ROTh 5-7336

► Electricians

FRANKENSTEIN & SONS

WHEN IT COMES TO REWIRING,
YOU NEED THE PRESONAL TOUCH

of
FRANKENSTEIN
& SONS

NO PROBLEM
TOO HUGE NO JOB TOO
MONSTROUS

NO INSTALLATION
BEYOND OUR CONTROL

18 EasyCredit Terms
Cathode Call
Street In Case You're
Temporarily Strapped KARloff 4-0965
Now!

► Encounter Groups

Jekyll & Hyde Club
15 Split St. STEVENSON 6-5123

► Escorts, Female

MARION, MAID

Years of Experience
Making Merry Men Merrier

876 Sherwood Lane QUIVER 6-0094

Camptown Ladies
5 Doodah St. FOster 4-5574

► Exorcists

FAUST, DR.

"If You Can't Fight Him,
Join Him"

11 Gounod St. MEphistopheles 4-8838

HAMMER, MIKE

"I DON'T MESS AROUND!"

"Call me and my assistant, Roscoe,
and the filthy, stinking, rotten,
lousy rats, insects and other as-
sorted creeps will wish they'd
never been born! My gun is quick!"

TOUGH BRUTAL BLOODY EFFICIENT
Results Absolutely Guaranteed

186 Rubout St. SPillane 3-3479

► Fund-Raising Organizations

ROBIN HOOD & ASSOCIATES

NEEDY CAUSES OUR SPECIALTY

We Have A Way Of Getting To
The Fat Cats With The
BIG MONEY

All-Inclusive Service

We Get the Money—We Spread it
Around—We Charge No Commission
Other Than Being Hailed as Glorious
Examples of Nature's Noblemen

YOU SET THE TARGET! WE'LL HIT IT!

By Appointment to His Majesty
King John of England

88 Sherwood Ave. QUIVER 5-6655

► Hair Removing—Electrolysis

Rapunzel's Salon
199 Tower Road MOTHERGOOSE 1-7747

► Hangers

DEEVER, DANNY

"I know all the ropes"

85 Empire Street Kipling 6-7533

► Head Shops

Crane, Ichabod
151 Sleepy Hollow IRving 4-3345

DEFARGE, MADAME

Life Seem Dull? Let Me Put You
In A Different World!

Low, Low Rates!
"Only A Drop In The Bucket"

"She's the rage of Paris!"

-S. Carton

44 Rue de Guillotine Dickens 8-6548

Salome's
3 John St. PLatter 3-1015

► Hell-Raisers

Juan, Don
17 Satan Ave. SHaw 5-0086

these so-called "made-up" characters are as real as you and I. If you don't believe it, merely browse through these entries in . . .

► Matchmakers

ST. IVES MATRIMONIAL SRVC.

Have I Got A Wife For You?
Not Three, Not Four, Not Five, Not Six,
But SEVEN To Choose From
Each Completely Outfitted With
Sacks, Cats & Kits
Call MOTHERGOOSE 3-9987 and ask for
THE MAN FROM ST. IVES

► Men's Underwear

Silver, "Long-John"
16 Hawkins St. STEvenson 4-9834

► Odd Jobs

HERCULES

I can kill lions, burn snakes, capture
boars, kill monstrous birds, clean
stables, even destroy icky creatures
and locate three-headed dogs.

Small Wonder People Call Me
THE "CAN-DO" KID

12 Just Dial OLYMPUS 6-3836
Laborers and ask for
Blvd. The Great One

► Operators, Small-Time

Black Sambo, Little	NURsery 3-6667
9 Uncle Tom Ave.	
Bo Peep, Little	MOTHERGOOSE 3-7277
5 Meadow St.	
Boy Blue, Little	MOTHERGOOSE 8-9908
13 Haystack St.	
Eva, Little	STowe 5-9978
77 Sob St.	
Fauntleroy, Little Lord	DISINHERITED 5-8505
3 Sob St.	
Finn, Huck	TWain 4-1867
12 Sawyer Ave.	
Horner, Little Jack	MOTHERGOOSE 4-9566
6 Plum St.	
Muffet, Little Miss	MOTHERGOOSE 4-3342
3 Turret Terrace	
Red Ridinghood, Little	MOTHERGOOSE 5-0914
12 Wolf St.	
Tucker, Little Tommy	MOTHERGOOSE 3-9113
4 Melody Lane	
Women, Little	ALcott 6-7656
4 March Place	

► Paper—Wholesale

PICKWICK, SAMUEL
21 BOZ ST. DICKENS 4-7444

YELLOW PAGES

WRITER: FRANK JACOBS

► Impotence Cures

ADHEM, ABOU BEN

Got an Impotence Problem?
Call ABOU BEN ADHEM
And Watch Your Tribe Increase
61 Poesy Drive PAnacea 4-3826

► Junkyards

THE TINMAN

"I am a one-man operation
carrying a complete line
of useless rusted parts."

"My Competitors Call Me Heartless,
But Don't Believe Them!"

3 Yellow Brick Road OZ 5-8211

► Jewelry, Antique

Frodo, Inc.
11 Hobbit Lane TOLKIEIN 5-7455

► Massage Parlors

ALADDIN'S HOUSE OF PLEASURE

RUBS ARE OUR SPECIALTY

Try One
And You'll Feel
Like A Million Dollars

YOUR WISH IS OUR COMMAND
"Genial" Service

14 Sinbad St. BAghdad 7-2630

WHATEVER THE JOB TOM SWIFT CAN DO IT!

Houses Torn Down Smashingly;
Paintings Restored Artfully; Gloves
Cleaned Offhandedly; Men's Clothes
Repaired Suitably; Footballs Fixed
Passably; Wild Animals Shot Gamely;
Shirts Laundered Unshrinkingly;
Dungeons Constructed Cagily; Skin
Blemishes Diagnosed Rashly; Chickens
Defeathered Pluckily; Burials
Performed Gravely; Business Meetings
Set Up Conventionally; Small
Boats Built Craftily; Flattery Given
Complimentarily; All Tips Received
Gratuitously.

EVERY JOB PERFORMED SWIFTLY
33 Adverb Place APPleton 2-5280

► Operators, Big-Time

BUNYON, PAUL
33 Northwoods Ave. AX 5-3641

GULLIVER, LEMUEL

NO JOB TOO BIG
Crushing The Competition
Is My Business

15 SWIFT 3-8864
LILLIPUT If tied up, call
Lane SWIFT 3-4688

► Pharmacies

FEELIN LOW?

HEIGH HO—HEIGH HO—
IT'S OFF TO WORK ON YOU WE GO!

We Employ Seven Pharmacists
Each A Specialist In His Own Field



For Tranquilizers
Ask For SLEEPY



For Barbiturates
Ask For HAPPY



For Allergies
Ask For SNEEZY



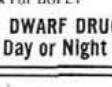
For Depressants
Ask For GRUMPY



For Hard Drugs
Ask For DOPEY



DOC—Head Pharmacist
BASHFUL—Assistant



DWARF DRUGS—7 Disney Lane

Day or Night Call GRIMM 7-7777

► Physicians & Surgeons

THE WIZARD'S CLINIC

TRANSPLANTS ARE OUR SPECIALTY
HEADS HEARTS NERVES

Whatever You're Missing, We Can Supply

"The Wizard Sure Knows His Stuff!"

—The Scarecrow

99 Yellow Brick Road

OX 6-4000

► Priests, Acrobatic

FATHER WILLIAM

Standing On My Head
And Feeling Younger By The Day
172 Nonsensical Mews ... Carroll 6-7465

► Public Relations

ALDEN, JOHN

Having Trouble Getting Your Message
To The Right People?

I Can Say It Better And
Get Results You Never Dreamed Of

"My business was in trouble, so I gave it to
John Alden, or was it the other way around?"
—M. Standish

18 Plymouth Dr. Longfellow 5-6722

GRAY, DORIAN & ASSOCIATES

What Kind of Picture Are You
Presenting To Your Customers?



No Matter How Bad Things Are,
We Can Make Them Look Better

SPECIAL FEE ARRANGEMENTS
Pay Nothing Now—Everything Later

416 Dissipation Dr. Wilde 4-9702

► Real Estate Management

KING ARTHUR & ASSOCIATES

DEEDS AND TITLES
OUR SPECIALTY

14 Camelot Road Excalibur 4-7741
Special Knight Number GALahad 6-9983

► Restaurants

HUMPTY DUMPTY'S EGG EMPORIUM

"I Throw Myself Into My Work"

467 Wall St. MOthergoose 4-8862

► Reweaving

Invisible Man
104 Bandage Blvd. RAins 4-9005

► Shoe Repair

ACHILLES, INC.

Damaged Heels Our Specialty

19 Tendon Ave. OLympus 5-2927

► Side-Show Attractions

MOWGLI

The ORIGINAL Wolf-Boy
I Grow! I Bay! I Grunt!
I Eat Raw Meat And
Run On All Fours



And Yet I Retain All Those Warm,
Wonderful, Human Characteristics
That Make Me Immensely Loveable

14 Shere Khan Blvd. Kipling 3-6611

► Snoopers

De Bergerac, Cyrano
55 Rue de Nostril ROstand 4-9064

► Speech Therapy

Piper, Peter
4 Peck Place Pickledpeppers 3-0353
Rumpelstiltskin Associates
556 Troll Blvd. GRimm 5-9433

► Spirits—Retail

Marley, Jacob
175 Scrooge Ave. Dickens 3-5671
Muir, Mrs. Lucy
18 Spectre Lane NAutical 4-9087

► Streakers

GODIVA, LADY

More Than Just Another Naked Body
GODIVA DOES IT BAREBACK
and we do mean
BAREBACK

15 Coventry
St. Call MERCia 6-1016
and ask for Tom

MERCURY

The God With The
QUICKSILVER ROD

14 Zeus Blvd. Olympus 6-0092

► Tours & Travel

AHAB'S SEA VENTURES

We Guarantee A Whale Of A Time

Small Wonder
We've Got A Leg Up On
Our Competition

64 Moby
Drive Call Ishmael
at MELLville 7-9933

TARZAN'S TOURS

For Swingers Only

161 Vine
Street Call BUrroughs 5-6492
and ask for
Cheetah

► Tomatoes, Ripe

Bowles, Sally
5 Isherwoodstrasse CABaret 2-0976

Buchanan, Daisy
141 Grt. Gatsby Road FITZgerald 4-6987

Chatterly, Lady Constance
14 Dalliance Place LAwrence 1-8847

Galore, Pussy
15 Goldfinger Plaza FLEMing 4-6694

Golightly, Holly
3 Tiffany Place CApote 5-0234

O'Hara, Scarlett
85 Tara Drive MITchell 4-7015

Klubb, Rosa
14 Kremlin St. FLEMing 3-7876

MacBeth, Lady
14 Glannis St. SHakespeare 5-6565

O'Hara, Scarlett
85 Tara Drive MITchell 4-7015

Sharp, Becky
60 Vanity Fair St. THackery 3-1916

► Tomatoes, Rotten

Klubb, Rosa
14 Kremlin St. FLEMing 3-7876

MacBeth, Lady
14 Glannis St. SHakespeare 5-6565

O'Hara, Scarlett
85 Tara Drive MITchell 4-7015

Sharp, Becky
60 Vanity Fair St. THackery 3-1916

► Trunks—Mfrs.

Babar, Inc.
15 Halfgrown Ave. JUVenile 5 8845

► Uncle Toms

YASSUH,

HERE HE BE!

Don't Be Fooled By Imitations

**HIRE THE GENUINE
UNCLE TOM**



The ORIGINAL Devoted Darky

Humble, Servile, Knowing
His Place, Yet Providing The
Expected Shuffling Dignity

151 Cabin St. STowe 4-8788

Joe, Old Black
3 Gentle Voices Ave. FOster 3-3534

Remus, Uncle
2 Zip-a-Dee-Doo-Dah St. HArris 5-2345

► Wake-Up Services

VAN WINKLE, RIP

"Not The Most Reliable Wake-Up
Service In Town"
Failing To Satisfy Customers
For 20 Years

11 Catskill View IRving 4-1718

WONDERLAND WAKE-UP, INC.

ALWAYS LATE
FOR A VERY IMPORTANT DATE?

Don't Get Yourself In A Hole Because
You Can't Wake Up

#15
(Rear)
Looking-Glass
Place Call
CArroll 5-3836
and ask for
The White Rabbit

► Yes-Men

YES-MEN ASSOCIATES

Need A Reliable Assistant Who'll Tag
Along And Never Get In The Way?

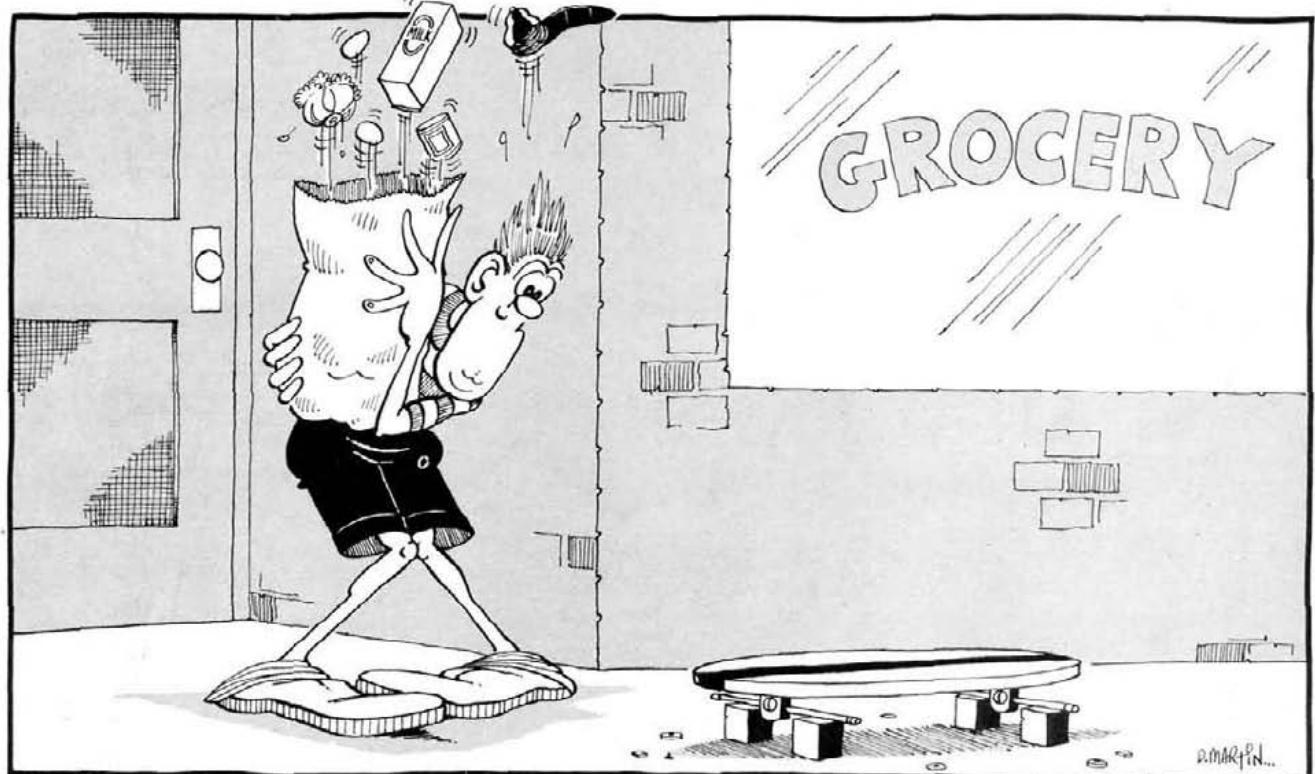
We Have A Huge Selection Of Harmless
Helpers, Aimless Associates, Servile
Sycophants And Just Plain, Not
Overly Bright Guys

Make Your Selection
From This Innocuous Choice

Sancho Panza Pickering
Will Scarlet Alan-a-Dale
Queequeg Ashley Wilkes
Barkis Hector
Dr. Watson Friday
Piglet Mr. Minniver

151 Supportive Rd. NEuman 1-2345

ONE AFTERNOON WHILE RUNNING AN ERRAND





... you do everything you can to protect your President, and then he receives a full pardon, and you go to jail.



... you testify against a psychotic hood who's been shaking you down, and then he's found "Not Guilty."



... you join the Little League even though you hate Baseball because your Father says it will help you make friends, but after striking out and making errors all the time, all you do is end up making a bunch of enemies out of your teammates.

LOSERS-WEEPERS DEPT.

IT'S A INSU INJURY

ARTIST: JACK RICKARD



... in desperation, you call up a girl you don't even like, and you ask her for a date, and she turns you down.



... the class mongo uses you for a punching bag . . . and then you get suspended from school for fighting.



... you're the only one who doesn't score with the Class Swinger, and she names you as the father of her baby.



... you lose the top of your bikini, and nobody notices it.



... you're home from school sick, and your teacher sends you the classwork.



... the President preempts your favorite TV show, then announces a tax increase.

ODDING LT TO WHEN...

WRITER: LOU SILVERSTONE



... you spring for some heavy bread to go to a Hair Stylist, and he does a worse job than your regular barber.



... you're the only one between the goal line and the guy who intercepted the pass you threw.



... you go broke feeding a slot machine all night, and some clown comes along, puts in 1 quarter, and hits the jackpot.

Son, this is a competitive society you're growing up in! So remember the rules!

"A winner never QUITS, and a quitter never WINS!"

"Show me a good loser, and I'll show you a LOSER!"

"Winning isn't everything ... it's the ONLY thing!"

Now do you understand about winning, my boy?

I sure do, Dad!

If they were running a contest of Hackneyed Cliches ... YOU'D WIN!



BERG'S-EYE VIEW DEPT.

**THE
LIGHTER
SIDE OF...**

WIN

WE WANT RIMSHAW!
WE WANT RIMSHAW!
WE WANT RIMSHAW!

Hey, you!
Rimshaw!!

Yeah, Coach!
Yeah ...

You sure got a lot of fans in
the stands, yelling for you!!

Yeah, Coach! Yeah ...

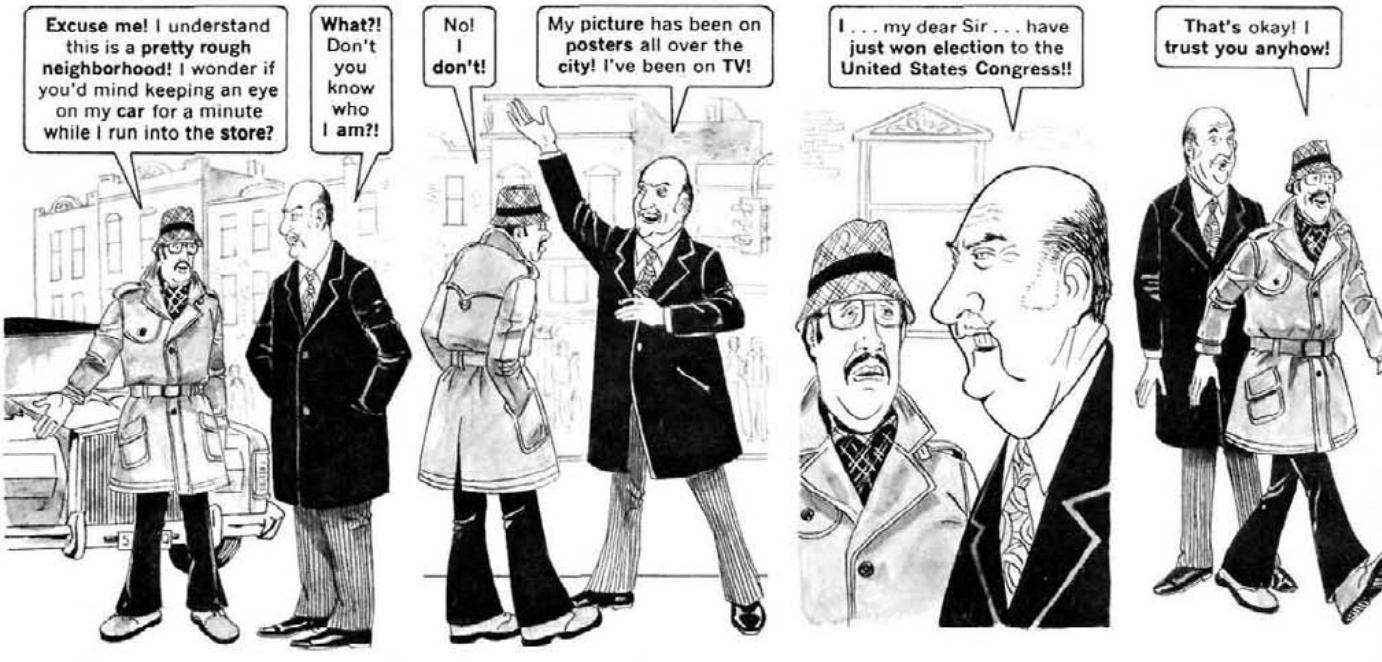
Well, go up there and see
what the hell they want!!





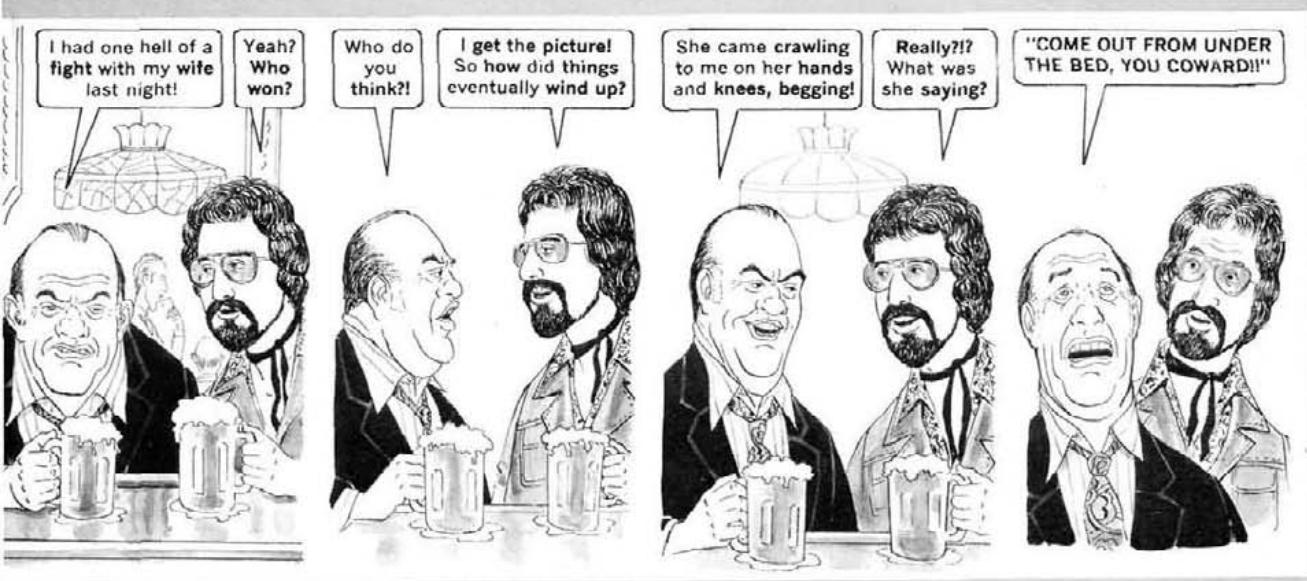
NING

ARTIST & WRITER:
DAVE BERG







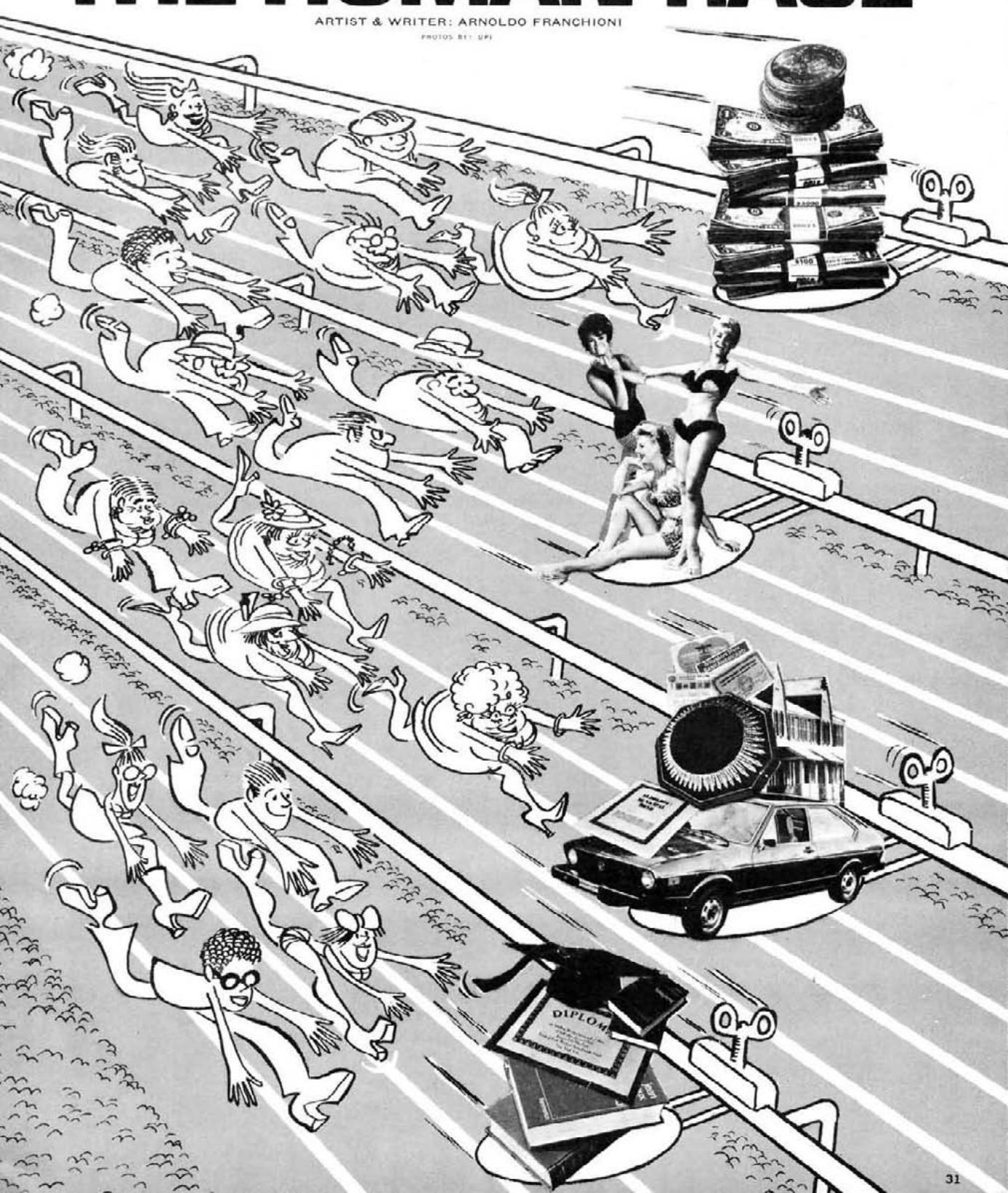


SEE HOW THEY RUN! DEPT.

THE HUMAN RACE

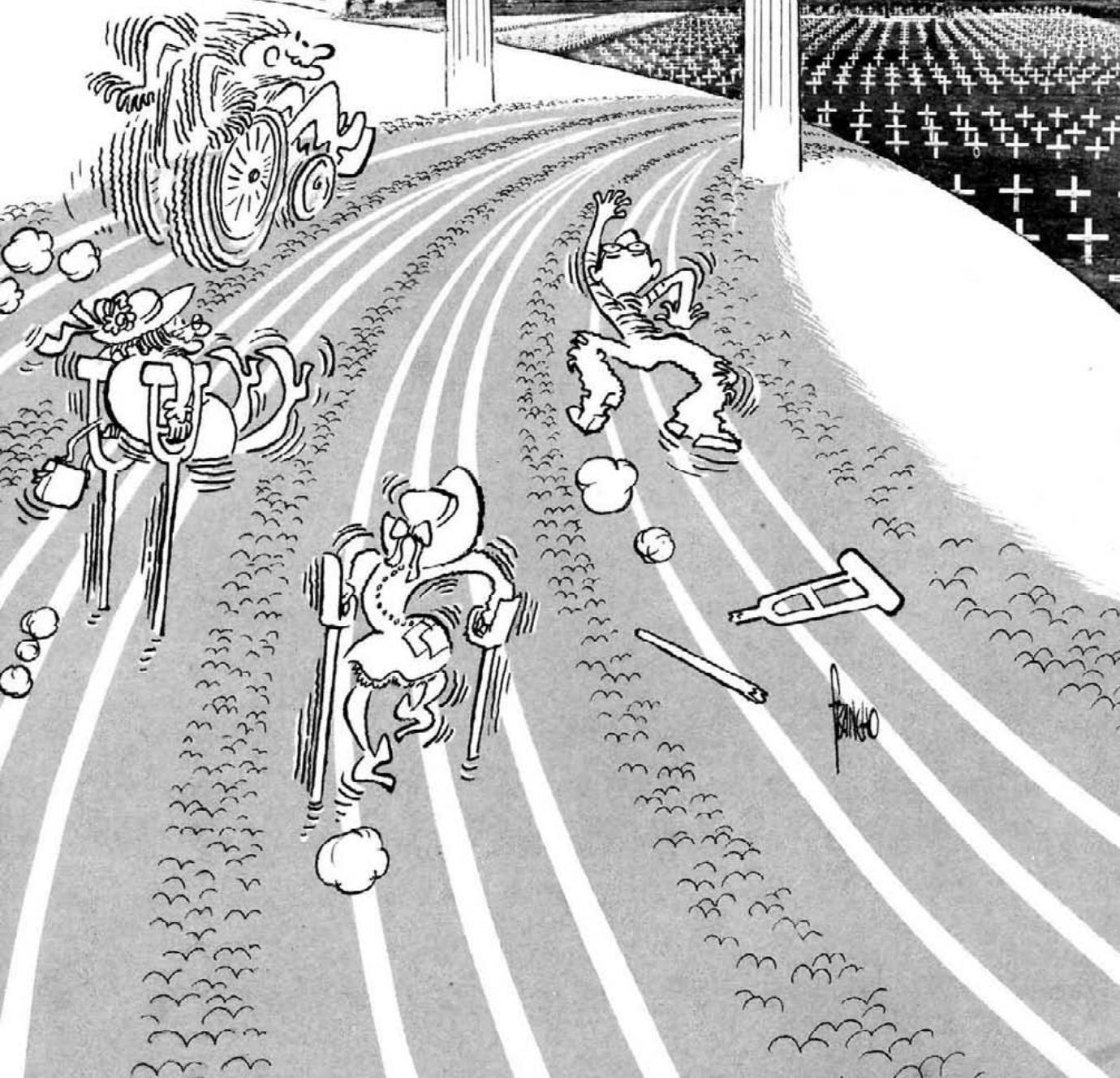
ARTIST & WRITER: ARNOLDO FRANCHIONI

PHOTOS BY: UPI



A black and white cartoon illustration of a horse race finish line. In the center, a banner hangs between two tall, fluted columns that support a triangular pediment. The banner reads "FINISH LINE". The background shows a wide, open field with a distant line of trees under a bright sky with radiating lines of light.

FINISH LINE



Okay, all you clods out there! So you think those "Polish Jokes" that you've been telling are hilarious...and you've been breaking up every time you hear how stupid and imbecilic Poles supposedly are?!? Well, we've got news for you! In Poland, they've got *their* favorite jokes...about *US*! And so, here, direct from the bars and coffee houses of downtown Warsaw, is the latest selection of

AMERICAN JOKES THEY'RE TELLING IN POLAND

ARTIST: PAUL COKER, JR.

WRITER: FRANK JACOBS

Why does it take 3 Americans to change a lightbulb?



One to stand on the ladder, and two to carry enough lightbulbs until one is found that isn't defective.

How can you tell when it's midnight at an American Airport?



When you see the 8:00 P.M. flights taking off!

Why do American 18-year-olds take Sex Education Courses?

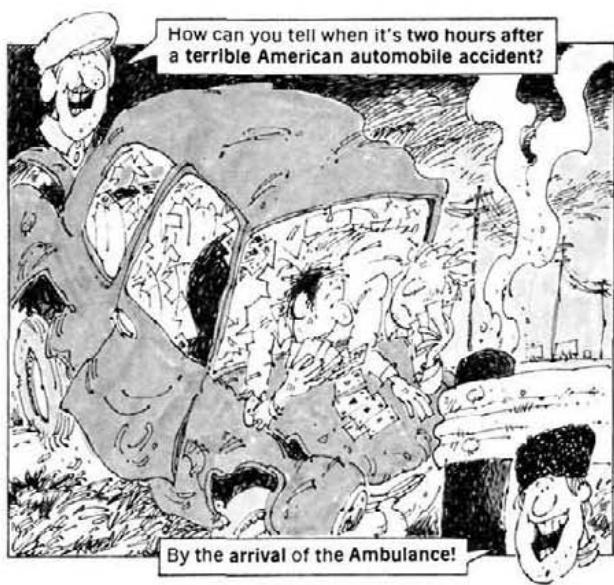
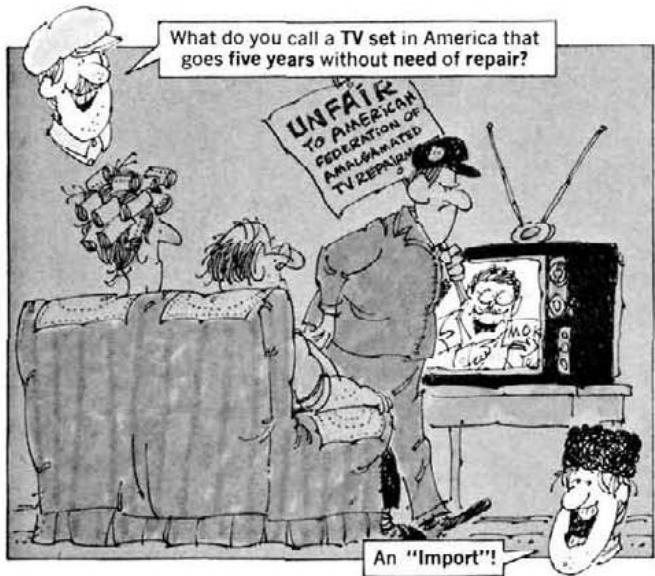


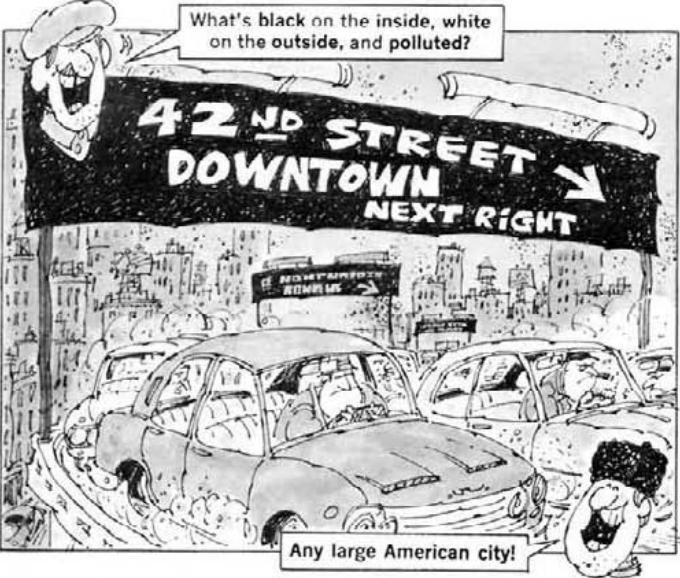
So they can learn what they've been doing wrong for the past five years!

What's gray, sits on a window sill and hums, and dies mysteriously 91 days after you bring it home?



An American air conditioner with a 90-day warranty!



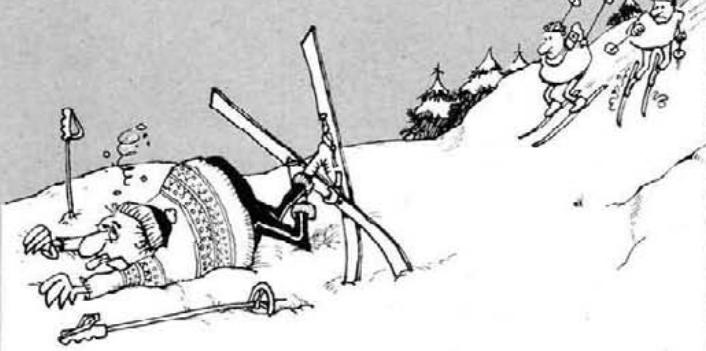


ICE PIX DEPT.

A MAD Look At



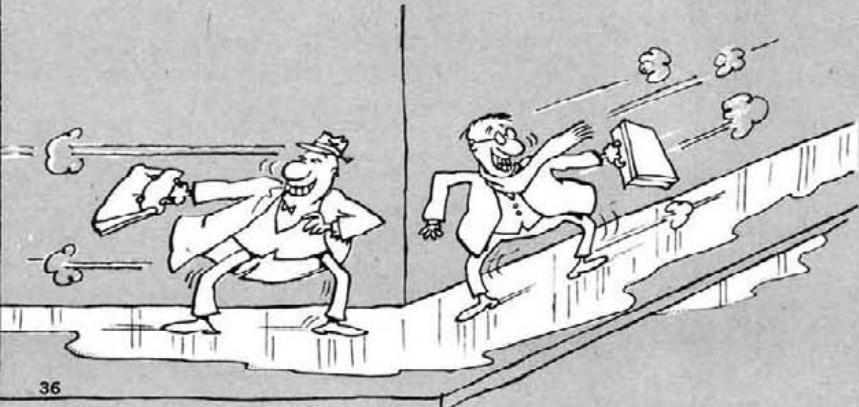
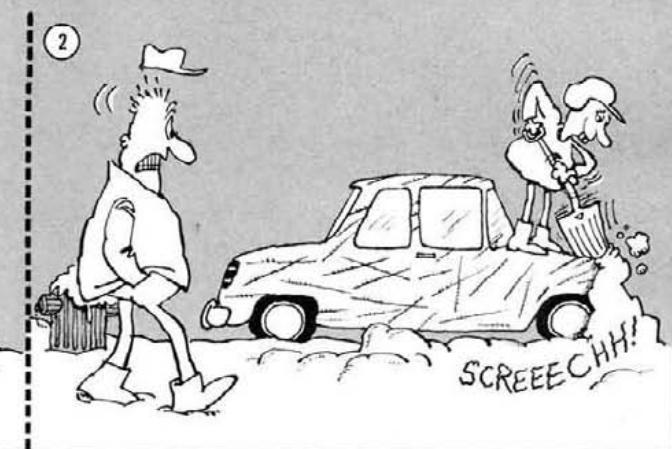
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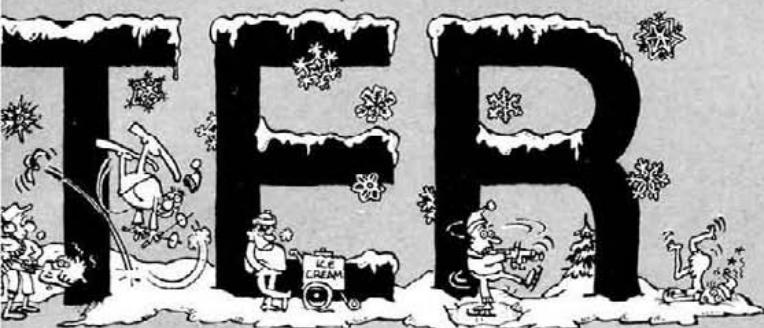


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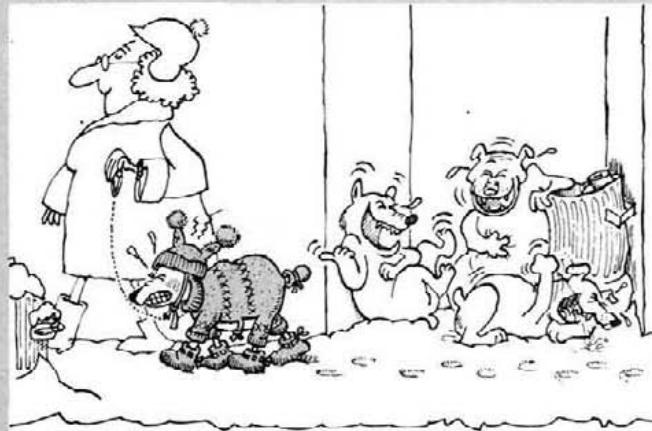
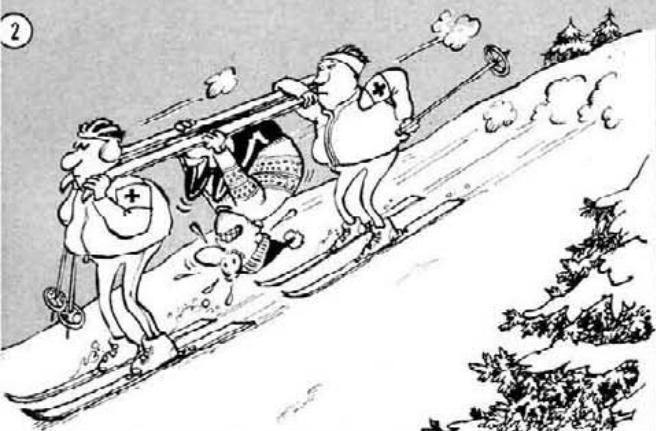


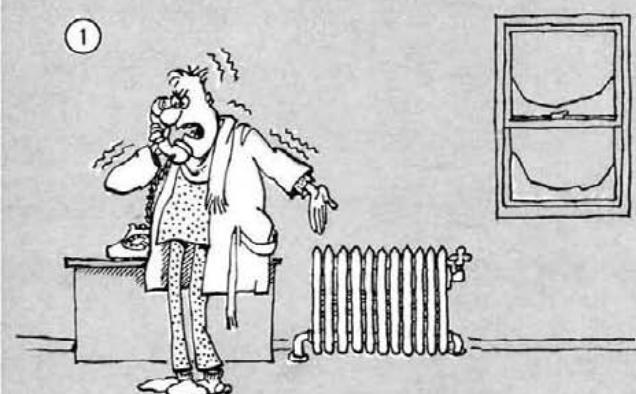
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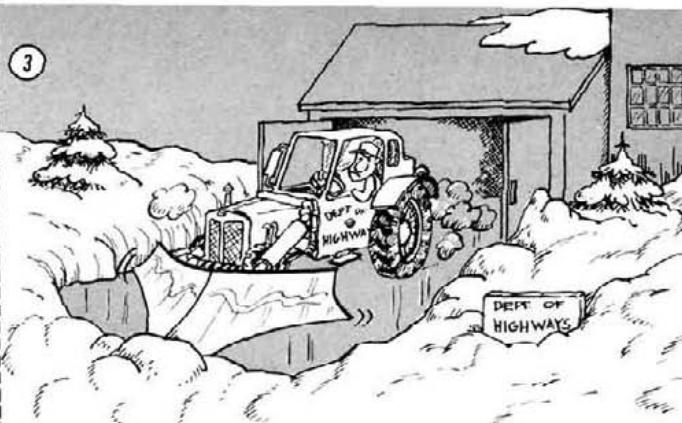




ARTIST & WRITER: SERGIO ARAGONES







HIRE ASPIRATIONS DEPT.

Are you struggling with the problem of what career you should pursue when you grow up (and stop reading this childish trash)? Well there are hundreds of exciting new fields developing all the time! For instance, here's . . .

A MAD LOOK AT SOME

EXCITING NEW JO



LOST LUGGAGE TRACERS

Airline companies with bigger planes, plus airline employees with smaller brains mean more and more incidents of lost or strayed luggage, which is resulting in exciting new opportunities for lovers of adventure . . . tracing missing two-suiters and carry-alls into remote areas of the world. If you have the wanderlust, you can cash in on this important new career opportunity. Apply now!

LOST AIRLINE BAGGAGE INSURANCE CORP.
Paris London Rome Rio Brooklyn



DEEP FREEZE MORTUARY ATTENDENTS

We have openings for the right people who don't mind working in sub-zero temperatures, serving the increasing number of people who are having their remains stored in the many Deep Freeze Mortuaries springing up around the country. A knowledge of Refrigeration Engineering in case of failure is not a necessity! Your salary paid in cold cash.

Apply: TEMPORAL REST CRYOLIC CRYPTS
Birds' Eye and Swanson Sts., Nome, Alaska



HOUSE PLANT THERAPISTS

House plant fanciers who are finding it difficult to carry on conversations with their beloved plants are hiring our experts to do their talking for them. If you have the gift of gab, not to mention a large amount of Carbon Dioxide in your breath, a well-paid, exciting career awaits you with us.

PROXY PLANT PALAVERS, INCORPORATED
West Bobbling Brook, Pennsylvania



NEW AEROSOL CAN PRODUCT CREATORS

No matter how much noise ecology freaks are making, our research shows that the American public loves and demands aerosol spray products. So if you've got any new ideas on things to shove into spray cans, you may have a bright future here at . . .

OH-OH-OHZONE SPRAY PRODUCTS
BOX 1980, CHOKEOUS, ILL.



Food Label Information Interpreters

Consumers, confused by today's complicated and tricky food labels are in dire need of assistance. Many Supermarkets are turning to our company, which supplies experts in the highly-skilled art of Food Label Interpretation. If you think you can tell whether an 18½ oz. can with a 10-cent credit coupon is a better buy at 87 cents than a 2-pound can at \$1.32, we can use you in this exciting new important field.

SUPERMARKET CONSUMER ASSISTANCE CO.
Pennywise St., at Poundfoolish Ave., City



CITY PET TRAINERS

The vociferous objections of non-pet-owners plus the threats of more and more legislation, are making it increasingly difficult for dog and cat lovers to let their little dears make doo on city streets. You can make big money by teaching pets to use bathrooms like everybody else. Successful trainers are in big demand. Earn... while you learn our fool-poop method.

APPLY: THE DOGGIE DOO AND DON'T CORP.
1 Oomlop Place Moundsville, Ga.



SOCIAL WORKERS FOR UNEMPLOYED SOCIAL WORKERS

We are looking for experienced Social Workers to help us rehabilitate those Social Workers who have been laid off during the recent city budget cuts. So if you are an unemployed Social Worker, apply now and begin working at counseling other unemployed Social Workers (who, come to think of it, will no longer be unemployed because they'll be doing the same furshlugginer thing!).

DEPARTMENT OF SOCIAL WELFARE
Self-Defeating Section, This City



UNACCEPTABLE AIR DETECTORS

If you're seven feet or over, and you can't play basketball, we may be able to use you to help sniff out evidence of air pollution before it gets down to "normal-sized" people in cities around the country. Salaries are high and medical benefits are even higher. Send your height (resumes not necessary) to:

UNACCEPTABLE
AIR DETECTING CORP.
Box 235 High Scent, Pennsylvania

B OPPORTUNITIES

ARTIST: AL JAFFEE

WRITER: PAUL PETER PORGES



MUTILATED PUNCH-CARD RESTORERS

Ever increasing rates, coupled with ever decreasing quality of service, is causing many irate Utility customers to "fold, spindle or mutilate" the computerized bills we send out. If you have a talent for repairing minuscule objects, we are in dire need of your help. Sharp-eyed experts who can salvage the thousands of abused punchcards returned to us each month are being well-paid. Apply now to:

ABUSED PUNCH-CARD DIVISION OF YOUR LOCAL GAS, ELECTRIC OR TELEPHONE COMPANY



OIL SLICK CONTROLLERS

YOU CAN HELP US DO SOMETHING ABOUT OIL SPILLS... MAINLY BECAUSE THEY'RE OURS!

We're oil drillers and shippers, and we make our living transporting the slimy stuff! But naturally, we make some boo-boos! And when we do, there's hell to pay. So we're looking for people who care about ecology, and who are willing to clean up our messes whenever necessary. The pay isn't very good... but what's money to people like yourselves who really care about what's going on today?

SIGN UP NOW WITH:
SO. SAUDI OIL CO. New York, N.Y.
Santa Barbara, Calif.



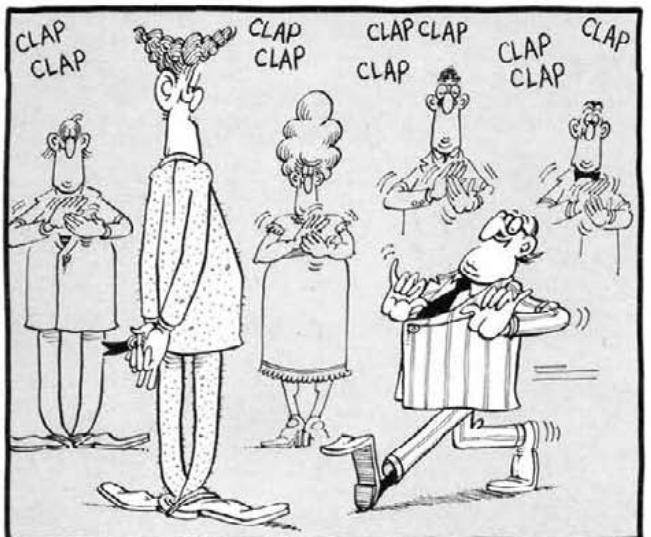
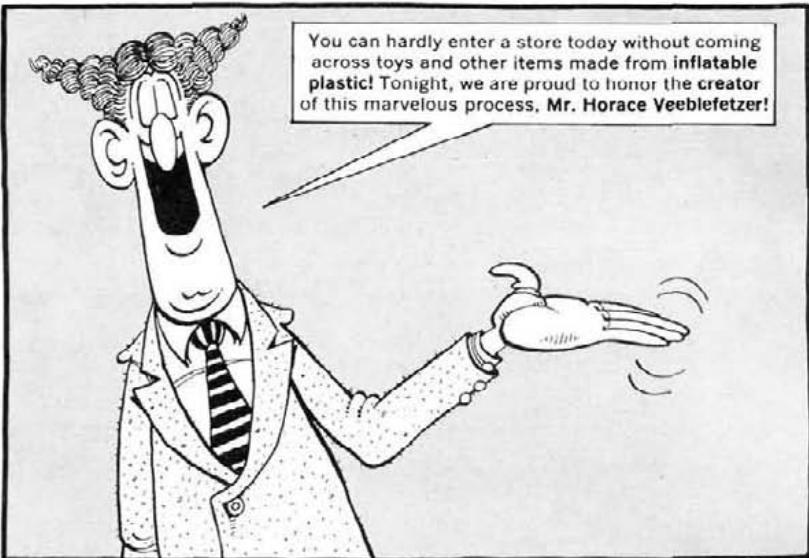
RECALLED CAR DRIVERS

If you think that Evil Kneivel is a sissy compared to yourself, you may be our man! Because there's one kind of driving that's far more dangerous than jumping lined-up busses or picturesque canyons... mainly, it's driving late-model cars with faulty steering, brakes, etc., that have been recalled by their manufacturers. Owners of such cars are paying big money to have these death traps driven back to their dealers for the necessary repairs... rather than take a chance themselves.

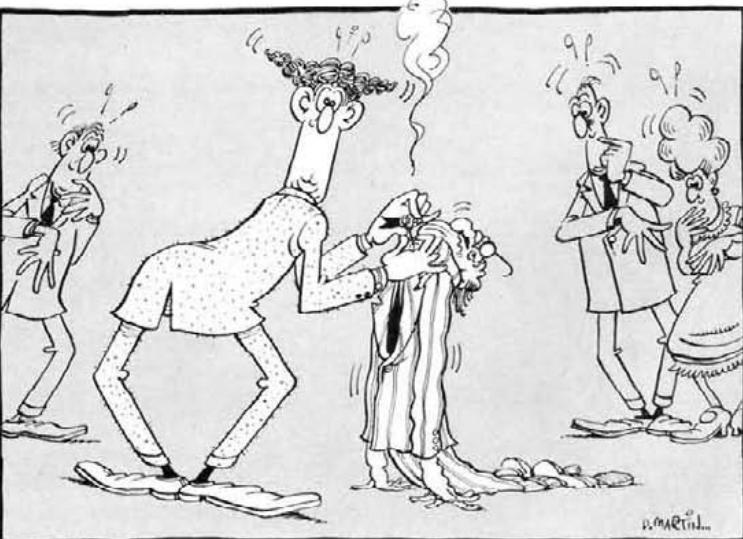
RECALLED CAR CHAUFFEURING SERVICE CO.
"Take The Bus And Leave The Dying To Us!"

WRITE BOX 27, ATTENTION: MR. DERDEVLE
(Drivers with I.Q.'s over 75 need not apply!)

ONE EVENING AT A BANQUET SALUTING AN OUTSTANDING AMERICAN



POFFISSSS



A GRAPPLE FOR THE TEACHER DEPT.

There's a new hit show on TV about a teacher and his spaced-out students in a Brooklyn High School. Now, everybody who ever went to school knows that someday, you gotta get out...even if you're spaced out of your gourd. Well, we got to wondering what it will be like when graduation day comes around on...

WELCOME BACK, KLODDER

What's wrong, Gabb? You haven't told me a single joke? How am I going to win an Emmy?

How is my telling you a joke going to win you an Emmy?

Haven't you ever noticed the way I break up at those OLDIES of yours? THAT'S Award-Winning ACTING!!

Okay! You want jokes? I'll tell you jokes! Mr. Woodmind is CRAZY!!

HOW crazy IS he?? He's so crazy, he wants me to pass every Sweatslob! He wants them all to GRADUATE!!

But—that's great! Instead of those idiots, maybe you might get a class of NORMAL kids!

Hi, there ...

Hey! What does she mean, calling us "idiots"? Doesn't she know Klodder was a Sweatslob?

SHE knows!



Surely you jest, Mrs. Klodder! Do you realize what a teacher has to put up with when he has a class of NORMAL kids?

First, you get forty or fifty dudes—instead of six!

And them normal finks is lookin' t' learn!! Man, you gotta prepare lessons an' give tests an' that means you'll be busy every night ... correcting papers!

Every night!!! That's going to interfere with my love life!

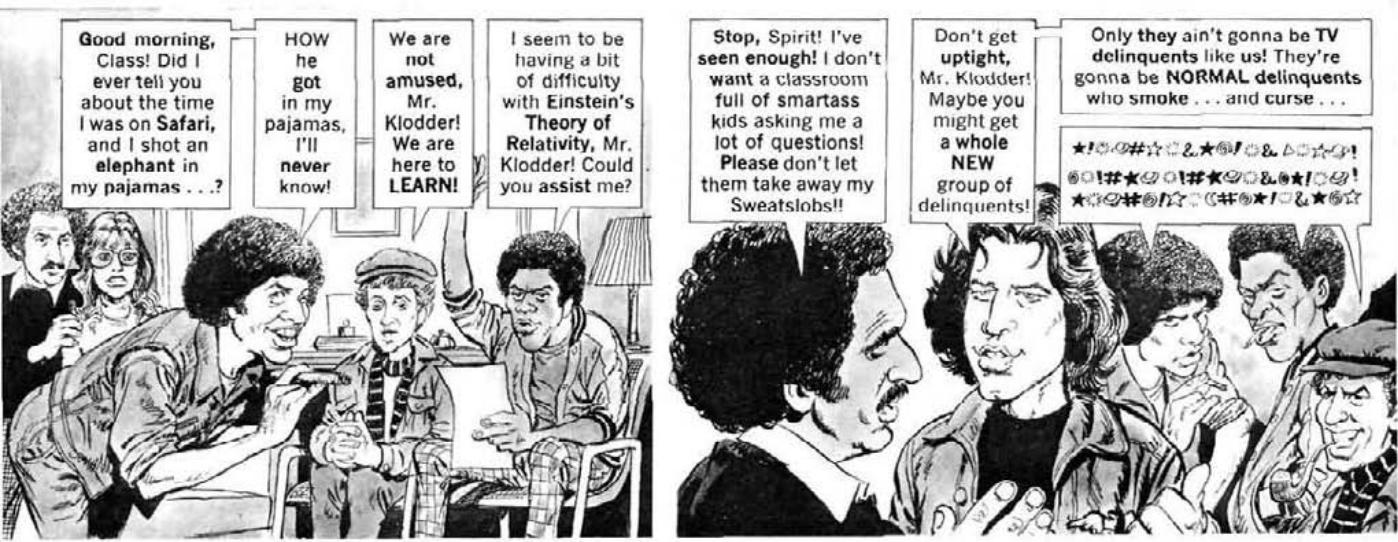
Some love life ... watching "Mary Hartman, Mary Hartman"!!

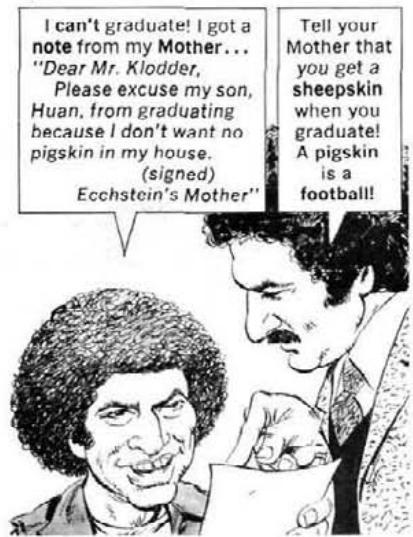
This is a very serious matter, Mrs. Klodder! The "Sweatslob Drama Group" will now demonstrate!

Ahem ... Ahem ... Oi am the "Spirit Of School Days To Come" ...

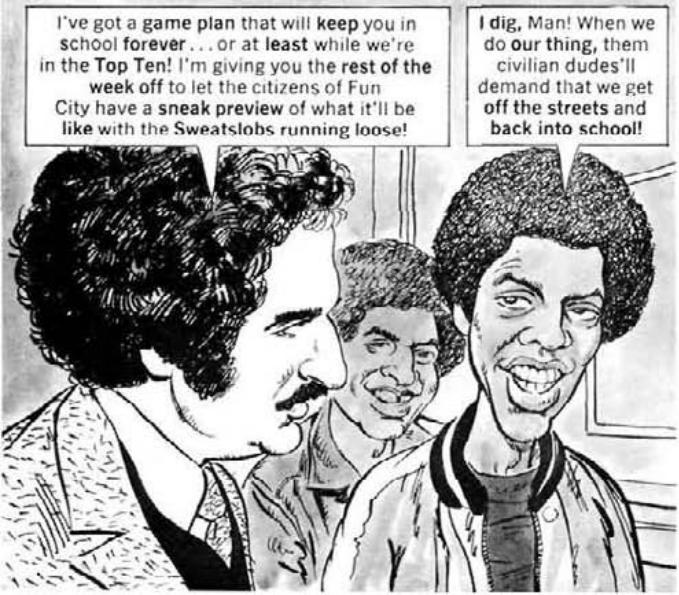
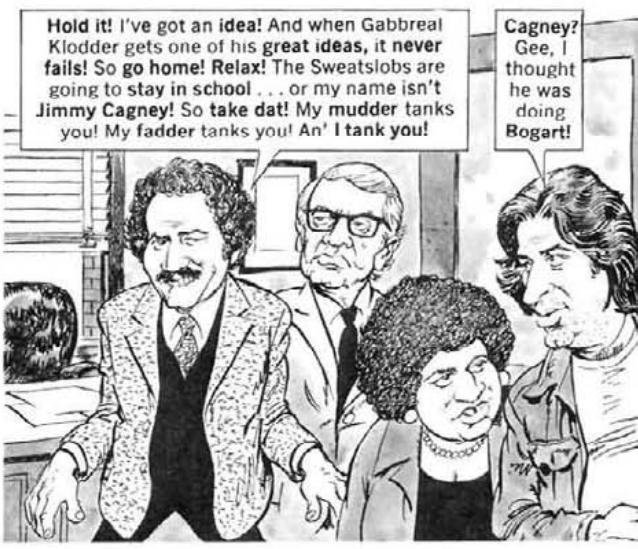
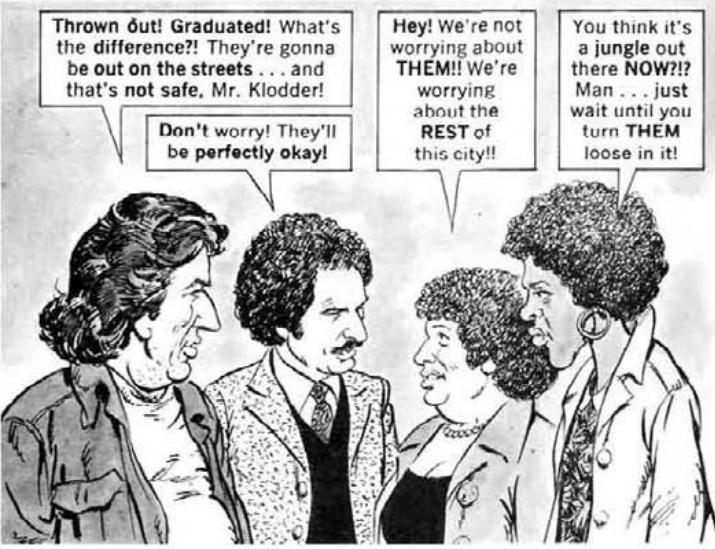
The time is "The Present"!! The place is "A Classroom in Millard J. Fillmore High"! This is going to be YOUR LIFE ... Mr. Klodder!!

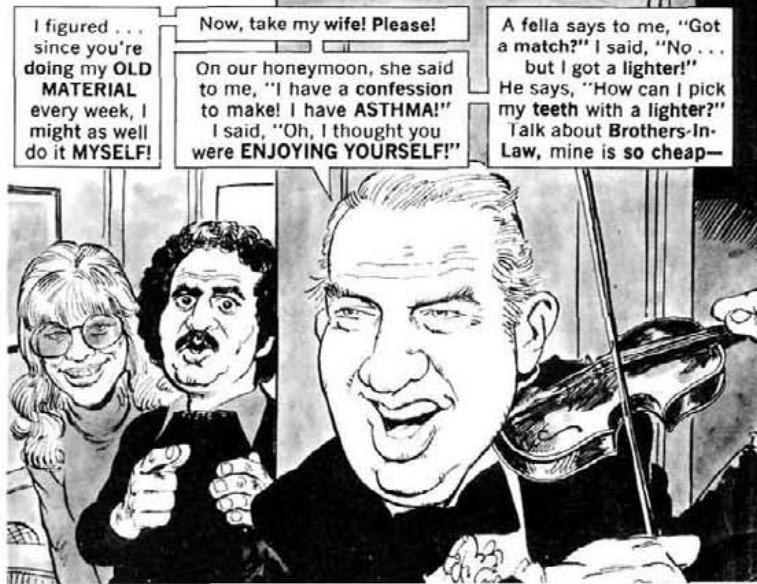












WHAT'S THE BEST THING TO USE TO SEE STARS?

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Interest in Astronomy has grown immensely in recent years. But one new device has helped a lot of people see stars that they never knew existed. To find out what that new device is, fold in the page as shown:



FOLD PAGE OVER LIKE THIS!

A►

FOLD THIS SECTION OVER LEFT

◀B

FOLD BACK SO "A" MEETS "B"



A SKILLED STARGAZER CAN GATHER SCIENTIFIC MATE-
RIAL ONLY WHEN HE'S PROPERLY EQUIPPED.
BOUNLESS PATIENCE ALSO HELPS IN THIS REGARD.

A►

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